

## THE UTILIZATION OF SOCIAL NETWORKING SITE AS COMMUNICATION STRATEGY TO GAIN LISTENER

(Study of *Radio Buku* 's Communication Via Twitter)

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### ABSTRACT

A book is a form of the oldest media, existing since the start of the written language. The books as one of the mass communication tools have significant roles in building the quality of the country. Therefore, the quality of the books must be considered, books not only for entertaining and to inform but should be able to educate. Furthermore, radio also included in category of the mass communication. As one of means in mass communication, radio is the strongest mass communication. Radio can be accessed by several people simultaneously. Anyone can listen to the radio while doing another activity. In addition, radio also can be accessed by the illiterate people. In developing countries and even countries that underdeveloped, radio become famous because of this characteristic. Along with technology development, radio can be listened through streaming. One of the radios using internet technology is *Radio Buku*. For theoretical approach, the researcher used the mass communication theory, mass media theory, electronic media theory, internet radio theory, broadcast program theory, Computer Mediated Communication theory and the utilization of Twitter as communication media also communication strategy theory. In this research, the researcher used the qualitative methods, the data collection by using the triangulation data. The summary of the research shows that utilization and optimization of Twitter by *Radio Buku* as their communication strategy to gain the listener.

**Keywords:** Communication Strategy, Computer Mediated Communication, *Radio Buku*, Social Networking Site, Twitter,

### RESEARCH PURPOSE

The purpose of this research is to describe the communication strategy done by *Radio Buku* via Twitter as a community radio focusing on books. In addition, this research also serves as a purpose to describe the way *Radio Buku* as a community radio in maximizing Twitter as communication medium with listeners. Which also means,

how Twitter is optimized as communication medium and strategy.

### RESEARCH METHODS

Denzin and Lincoln (1998:8) in Ahmadi (2014) stated that qualitative emphasizes on process and meaning that's not being exactly measured in terms of quantity, the number, intensity or frequency. The qualitative researcher emphasized the

nature of reality that social construction, an intimate relationship between researchers with what learned and circumstance's interference. Patton (1980) in (Ahmadi, 2014) stated that qualitative method is to understand about the phenomenon that scientifically happening in the scientifically circumstance's happening. The concept more stressed the importance about the nature of the data collected by qualitative study, namely scientific data.

Sangadji and Sopiah (2013) stated that qualitative study is research that use data with words, sentences, pictures or data that do not apply interval and ratio's scale. Qualitative research information in marketing field can be used for: (1) Clear the issues before qualitative research, (2) Identify new product development, (3) Reviewing about consumer's perception for product or competitors (4) Analyzing consumer behavior, (5) Investigating how the decision buy done, (6) Investigating why a brand chosen.

## **DATA COLLECTION**

In this research, data collection is from different sources:

### **Primary data**

Umar (2011) stated that primer data is obtain from the first source either of an individual or person such because of interview or result of questionnaire that usually done by researcher. In this case researchers obtained data or direct information by using instruments that had been set. That data we

called as interview. The collection of primary data to the research completed by depth interview. Interviews is the methods for data collection or information by directly face to face with informants to collect data completely and depth interview conducted by high frequency and intensively (Kriyantono, 2008). Besides the interviews, researchers conducted observation. Observation interpreted as an activity to observe directly without any a mediator an object to look closely by activities the object. This technique demands an observation of researchers either directly or indirectly towards an object of the research (Kriyantono, 2008).

### **Secondary Data**

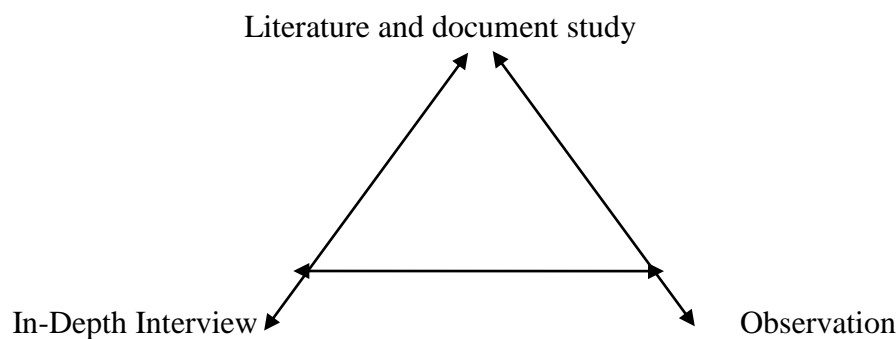
Secondary data generally not designed specifically to meet the needs of certain research. All or part of aspect from secondary data may not as required by a research. Secondary data is representing data from books and written material or from the previous studies that relevance with the purposes of the research. Secondary data is obtained through study literature in the form of both a document or other written archive and documentation.

The data collection combined a variety of data collection techniques and data sources to be considered as triangulation data (Sugiyono, 2008). As per Moleong (2004), triangulation data is technique to checking the validity of the data to take an advantage of something that beyond of the data to checking purposes or

as comparison that data. Triangulation technique as per Patton (1987) means that comparison and check back trust degree an information obtained through different time and tools in qualitative method (Moleong, 2004). This including can be done by comparing the data observations with data interviews and compare interviews with the contents of concerned document.

If the data collection was done with triangulation, then actually the researchers collected data same time with test about the

credibility of data, namely check the credibility of the data with a variety of techniques of the data collection and a variety of data sources (Sugiyono, 2008). In this research, the writers used triangulation technique to test the credibility of data, which stated by Sugiyono (2008) as means of checking the data with different techniques. For example: data has been collected by interviews, then be checked by observation, or documentation, as seen in figure follows:



**Figure 1 Triangulation**

Source: Sugiyono (2008)

As per the explanation above, the major data sources were qualitative through words and actions that can be obtained by in-depth interview and observation (Moleong, 2004). Geertz (1973) has presented that words allow to give “intensive description” (Miles & Huberman, 1992). It means that, words give more meaning than numbers, and should be attributed to the all of data analysis.

## DATA ANALYSIS TECHNIQUE

Patton stated that analysis data is processing to arrange the data’s order, arrange into the pattern, category and unit of basic description (Moleong, 2004). Process of analysis data begins with review all data available from various sources such as interview, and the documents. In this qualitative research, data has been obtained from various sources, with Triangulation Data. Miles and Huberman (1984) stated that activity in data analysis are in 3three stages, namely of data reduction, data display, and conclusion (Sugiyono, 2008).

### Data Reduction

Data obtained from the field is quite a lot because it needs to be carefully recorded and detailed. Reduction of data means summarized, choose the main matters and focuses on important matters. Thus, the data that has been reduced will provide a clearly figure and simplify the researchers to do next data collection, and looking it if necessary (Sugiyono, 2008).

### Data Display

After data reduced, then the next step is to provides the data. In the qualitative research, the presentation of data can be made in the form of brief explanations, a chart, the relationship between category, etc. Miles and Huberman (1984) stated that the most frequent used to presenting about qualitative data is a text with nature of narrative (Sugiyono, 2008).

### Conclusion

The third step in the analysis of qualitative data as stated by Miles & Huberman (1984) in in Sugiyono (2008) is to pull out the conclusion. The conclusion in qualitative research is new finding formerly never exist before. The findings could include an object description that still dimly or dark so that after researched become clear, can also be a causal relation or interactive, and hypothesis or theory (Sugiyono, 2008). After analysis of data, the interpretation of data is conducted by doing correlation to the existing theory. During the process of data

interpretation, still conducted study literature, specifically to confirm the theory.

### RESEARCH RESULTS

Yayasan Indonesia Buku at the beginning facilitated youth who often do a research in literature and history. On developing, Indonesia Buku needs a media for publication of creations that have been published. Then they made a radio station intend to the book lover. Manager of *Radio Buku*, Fairuzul Mumtaz, said there was no media that would like to continue to broadcast the book. Therefore, *Radio Buku* continued the existence to fill the gap. Literacy Campaign is the main motivation to build *Radio Buku*. Besides broadcasting research work in *Radio Buku*, to next development for *Radio Buku* is more open to help publication and promotion of books from a publisher, author, research foundation, whether private or government.

The growth of Internet users in Indonesia became one of the alternative source for *Radio Buku*. That means, a listener, in which *Radio Buku* calls as Book Lover can listen to the radio program of *Radio Buku* through streaming. With streaming, it is obligated to broadcast materials that can be recorded so that it is archived and be broadcasted wirelessly. In addition, the relatively lower cost, range of streaming infinite and can be closer to current generation because to be heard through a smartphone (via app radio book or Tunein), website, and winamp.

As an internet radio, *Radio Buku* also broadcasts some of programs such as Buku

*Pertamaku, Angkringan Buku, Katalog Seni*, which are priority programs among other programs that released by *Radio Buku*.

In handling the communication problem, the planner faced with several issues, especially associated with the strategy use of communication resources to achieve the goals. Rogers (1982) gave a boundary of understanding about communication strategy as a plan is supposed to change human mannerisms on a bigger scale through new transfer new ideas. An expert on communication planning, Middleton (1980) made a definition with a statement:

“Strategy of Communication is the best combination from all communication elements start from communicator, message channel (media), recipients to influence (affect) which is designed to achieve the purpose of optimal communication”.

The selection of strategy is a crucial step that requires carefully handling in communication planning, because if the selection of strategy false or erroneous then the result that obtained can be severe, especially loss in terms of time, material and energy (Cangara, 2014).

For communicating with all listener, *Radio Buku* use a several strategies. One of them is using social media Twitter. Fairuzul Mumtaz said Twitter just give a few character and fast move forward. Therefore, very compatible with broadcast material that are rapidly changing. Interaction that occurred also rapidly. In addition, the number of followers on Twitter is unlimited. The number of booklovers detected more

than before. Until now followers of @radiobuku account reached more than 35 thousand.

Boyd & Ellison (2007) stated that social media network site unique is not because allows someone to meet with the foreign, but furthermore, the site facilitated the users to articulate and indicated their social network. On many large social networking platforms, the participants do not automatically interact or seek to meet new friends, but, they initially communicate with people who has been part of their social network. To emphasize social network's articulation as an important feature category in this social networking sites, they called as “social network sites” (Boyd & Ellison, 2007).

Twitter is one of popular social networking site's form. And discussed about Twitter not be separated from microblogging. Safko in his book “*The Social Media Bible*” define *microblogging* as text messages and a fewer. The process as easy as send text messages from your mobile phone to your certain friend's group. Microblogging includes the ability to send a message, audio, video, attachment and file such as a photograph; empower the user to make of friendship networking, got a tip; giving and taking an advice; reviewing about the book, restaurant, and movie; get a current news; identification, research or find out, and buy a products and services; renewing the clients or consumers; giving the information to the client; send a calendar and notification about an event and news; and many more (Safko, 2010).

Devoe (2009), as quoted by Hermida (2010) microblogging define as new technology media that allows and extending our ability to communicate, share some in common to publish it. Microblogging allow the user to share abundant information in a short way (usually less than 200 characters) to friends and followers through various facilities including website or a mobile device (cell phone).

Currently there are several platforms included in the category of microblogging. But, Twitter is a pioneer of providers from microblogging (Safko, 2010). *Twitter* was born on March 2006 as the result from R&D project in Obvious, a new company that base in San Francisco. At first, they used the employees for internal communication, and released to the public seven months later in October 2006. In April 2008 to April 2009, Twitter account users increased from 1.6 million to 32.1 million (Vascellaro, 2009, in Hermida (2010).

When the owner of Twitter account is active on Twitter, the people that they don't know will start to follow them. An expert like Guy Kawasaki, recommended follow everyone who follow us in our Twitter. In this case, *Radio Buku* had doing the same thing. At first time, Fairuzul

Mumtaz said, every account who follow account @radiobuku will get a follow back. But the longer, *Radio Buku* admitted overwhelmed because so many accounts had following @radiobuku. However, there is no special consideration when they are following back an account. Currently aside used by individuals, many companies, organization, mass media, and community to use Twitter as their needs of marketing, public relations, communication and approach to clients or potential customers. And as radio community internet based, *Radio Buku* utilize the Twitter as their communication strategy's facility to gain the public and listener's attention. The temporary findings that obtained by researchers. It is seen that interaction between *Radio Buku* with their followers on Twitter is maintained for 24 hours. Two-way communication with the follower often happened in the context of request such as broadcast's material, propose a speaker, and when using the sign #kadobuku. For its Twitter's account, *Radio Buku* routinely tweet including broadcast's material, do tweets serial based on the momentum, do live tweets program about the event that being broadcast in streaming.

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